

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

Title: Photographer	Funding Code:	Type of engagement <input checked="" type="checkbox"/> Roster	Duty Station: Freetown, with occasional travel upcountry
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Background:

The current UNICEF Sierra Leone Country Programme, 2020 – 2023, has a vision of ensuring that more children and women, particularly the most deprived, have increased access to inclusive quality health, nutrition, WASH, education and child and social protection services. The Country Programme also recognises the impact of unprecedented emergencies on the lives of children and their families and therefore focuses on how at all times, all children can enjoy their rights to health, education, protection, participation, and non-discrimination.

As the office continues to be a leader in knowledge management on children’s issues in Sierra Leone, there is regular need for the gathering of professional and powerful photographs that highlight the impact of investments in the different programme areas and support efforts to fundraise for the country office. These services are required on a regular basis and having a standby arrangement with photographers is important, particularly during times of an emergency where the lead time for recruitment, selection and onboard must be short.

Audio-visual products are a major part of the communication work of UNICEF, important for purposes of fund raising, advocacy and visibility to reach key stakeholders and to raise awareness on important issues. UNICEF Sierra Leone therefore needs to have a pool of photographers, who can be called on to create timely, powerful visual materials that highlight the impact of investments in the different programme areas and to demonstrate the situation of children during times of emergencies.

The required individual must be creative, forward-thinking, and should be an ambitious individual, who has a high photography aesthetic, someone who has a clear awareness of UNICEF’s branding guidelines and who is familiar with ethical guidelines on working with children. The selected individuals will be on a non-exclusive roster, which has multiple individuals. The initial term of the arrangement would be 11.5 months with an option to extend, subject to satisfactory performance by the consultant, continued need and the availability of funds.

The purpose of this ToR is for UNICEF SLCO to have in place an internal roster with a larger pool of available photographers compared to the previous years when a smaller pool resulted in limited options and constraints in using the services of more photographers. The successful photographers will be placed on a roster and called upon as and when the need arises.

1. Purpose and objectives:

Hi-Resolution and professionally captured photographs contribute immensely to the communication work of UNICEF, important for purposes of fund raising, advocacy and visibility to reach key stakeholders and to raise awareness on important issues. UNICEF Sierra Leone therefore needs to have a pool of photographers, who can be called on to create timely, powerful photographs that highlight the impact of investments in the different programme areas and to demonstrate the situation of children during times of emergencies. It is necessary to have compelling photos for the web, social media, reports, media pitching and other communications use.

The required individual must be creative, forward-thinking, and should be an ambitious individual, who has a high videography aesthetic, someone who has a clear awareness of UNICEF's branding guidelines and who is familiar with ethical guidelines on working with children. The selected individuals will be on a non-exclusive roster, which has multiple individuals.

The hi-resolution photographs will be used on local and global online platforms and used to support donor reports which require powerful use of human character-driven photographs to highlight the work of UNICEF and to demonstrate the current needs of children and their families.

2. Methodology and Technical Approach

The photographer will be required to visually document UNICEF activities. The photographer will be required to have his or her own equipment and be available for travel immediately whenever the need arises.

UNICEF has first selection rights to all originals taken on this assignment.

The photographer will work with the External Relations and Advocacy unit and the various programme sections to capture and edit powerful visual materials that highlight the impact of investments in the different programme areas.

Editing and finalising photos into publishable content for the UNICEF website, social media and/or other platforms. Throughout the process, the contractor will receive regular input and feedback from UNICEF.

The number and specifications of the various photographs required, will be agreed on between the contractor and UNICEF.

3. Specific Tasks of the Consultant

The photographer will be expected to deliver any of the following as required during the whole duration of the contract:

- Production of photographs according to UNICEF standards. All photographs produced must be of the highest quality to adequately represent the organisation.
- The photographer shall use their own HD quality camera and professional editing software for the delivery of work under this agreement.
- The photographer shall edit the photographs in line with the agreed and approved needs of UNICEF.
- The minimum accepted resolution is 2000 x 3000 pixels or 6 megapixels with zero compression, while the most preferred resolution is 3000 x 4000 pixels or above.
- At the end of each assignment, the photographer will deliver a selection of powerful photos in their original JPEG or RAW format with complete captions embedded in the metadata

of each photo. Audio balance the final product and convert it in formats for use on TV, social media, website and other online channels

- Include appropriate UNICEF branding and crediting of UNICEF ownership for the produced videos.
- Archive the edited output in digital format along with professional log of the raw footage.

4. Expected Deliverables

Deliverables	Estimated Timelines
1. Photographing UNICEF supported programmes and at assigned locations	2 days
2. Editing and captioning of captured photographs	2 days
3. Incorporating feedback in final product	1 day
4. Delivery of final product and digital format of photographs	1 day

4. Management, Organization and Timeframe

The photographer will report to the Communication Specialist at UNICEF but will work closely with other Communication Officers in the External Relations and Advocacy section.

The most important criteria for selecting a photographer would be a demonstrated quality of their previous work, preferably captured in diverse situations. The photographer should also be available and willing to travel to different locations within Sierra Leone.

The photographer will receive a briefing at the beginning of each assignment then hold regular discussions through meetings, email and phone as required. S/he will hold meetings from time to time for inputs on the package.

UNICEF and relevant partners will provide data and key messages that can be used to develop the required products.

UNICEF and relevant partners shall provide institutional branding guidance and consolidated comments on the /photos and captions.

UNICEF and relevant partners will facilitate a fixer for the photography project, scout location and identify subjects to be photographed.

The duration of the roster is 11.5 months.

Start date: 16 August 2023

End date: 30 July 2024

Child Safeguarding

Is this project/assignment considered as “Elevated Risk Role” from a child safeguarding perspective?

YES NO If YES, check all that apply:

Direct contact role YES NO

If yes, please indicate the number of hours/months of direct interpersonal contact with children, or work in their immediately physical proximity, with limited supervision by a more senior member of personnel:

While the photographer will work with children in most of the assignments, there will always be a UNICEF staff alongside the photographer. This is to ensure continuous observance of child protection protocols and the safeguarding of children through the media.

Child data role YES NO

If yes, please indicate the number of hours/months of manipulating or transmitting personal-identifiable information of children (name, national ID, location data, photos):

More information is available in the [Child Safeguarding SharePoint](#) and [Child Safeguarding FAQs and Updates](#)

Tasks/Milestone:	Deliverables/Outputs:
Photography work at assigned locations	Submission of photographs
Editing and captioning of filmed footage into agreed format	
incorporate the suggested changes (if any)	
Incorporate feedback and share second draft for inputs and consideration	
Submit final photographs in agreed digital format	

Budget Year: 2023	Requesting Section/Issuing Office: <i>External Relations and advocacy</i>	Reasons why consultancy cannot be done by staff:	
Included in Annual/Rolling Workplan: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, please justify:			
Consultant sourcing: <input checked="" type="checkbox"/> National <input type="checkbox"/> (International)		Request for: <input checked="" type="checkbox"/> New Roster	
Consultant selection method: <input checked="" type="checkbox"/> Competitive Selection (Roster) Competitive Selection (Advertisement/Desk Review/Interview)			
If Extension, Justification for extension: N/A			
Supervisor: Communication Specialist	Start Date: 16 August 2023	End Date: 30 July 2024	Number of Days (working): TBD The successful photographers placed on a roster will be contacted as when needs arise. Duration of assignments will be discussed and agreed upon on a case-by-case basis. At least two days per assignment.

Estimated Consultancy fee			
Travel International (if applicable)	-		
Travel Local (please include travel plan)	As per actual		
DSA (if applicable)	As per actual		
Total estimated consultancy costs¹	TBD		TBD
Minimum Qualifications required: Post-secondary school qualification in media and communication (including photography and editing)	Knowledge/Expertise/Skills required: <ul style="list-style-type: none"> • The photographer should have a minimum of 5 years' experience producing high quality and powerful photographs • Relevant professional qualifications in media and communication (Including photography and editing) are required • Ability to effectively grasp and incorporate inputs/feedback from multiple contributors • Previous UNICEF, UN and/or INGO experience in a similar role is desirable 		
Administrative details: Work permit required if individual is not a national of Sierra Leone <input checked="" type="checkbox"/> Transportation for the assignments to arranged by the UNICEF office: <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Home Based		
Request Authorised by Section Head	Request Verified by HR:		
<i>Approval of Chief of Operations (if Operations): Approval of Deputy Representative (if Programme)</i> _____ <i>Representative (in case of single sourcing/or if not listed in Annual Workplan)</i> _____			

ⁱ Costs indicated are estimated. Final rate shall follow the “best value for money” principle, i.e., achieving the desired outcome at the lowest possible fee. Consultants will be asked to stipulate all-inclusive fees, including lump sum travel and subsistence costs, as applicable.

Payment of professional fees will be based on submission of agreed deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant

Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures, and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.